



Sponsorship Packages

About

Thanksgiving weekend is a popular time for former Michiganders to travel “home” for the holiday. In 2012, Hello West Michigan and The Right Place hosted the first Thanksgiving weekend event in Grand Rapids for Michigan boomerangs. Since then, other regions have adopted the event model and ReThink West Michigan has been recognized as a best practice by the International Economic Development Council (IEDC).

Now, all around the state, communities host networking events for these former Michiganders during the Thanksgiving weekend to introduce them to local employers and explore what relocation to the Mitten State could look like. Many of these events have become Thanksgiving traditions in our communities over the last 9 years and have resulted in many hires.



PLUS 3 NEW REGIONS FOR 2020

Because of Covid-19, hosting these in-person events is not feasible. But despite Covid, many Michigan companies still have talent needs, both immediate and in the future. So we're going virtual in 2020!

This year, 9 regions will host Back To Michigan, a series of virtual networking events where people interested in relocating to Michigan can speak directly with hiring employers. By combining our separate event brands under one umbrella, we're synergizing our promotional and outreach efforts. Together, we'll show attendees why it's time to take another look at Michigan.

All funds raised from state-wide sponsorships will go towards promoting all 8 events. Consider a sponsorship not only an investment in your company's talent attraction strategy, but also an investment in your community and our state as a whole.

Thank you for your consideration.
On behalf of the Host Organizations,



Jason Mack
VP of Business Dev.
MTEC SmartZone
Region 1 Host



Jennifer Szunko
Executive Director
TC New Tech
Region 2 Host



Marisue Moreau
Director
MiWorks! NE Consortium
Region 3 Host



Mark Berdan
Director
MiWorks! Region 7B
Region 3 Host



Rachel Gray
Executive Director
Hello West Michigan
Region 4 Host



Cindy Brown
VP Talent Initiatives
The Right Place
Region 4 Host



Greg LeMarr
Comm. & Mar. Dir.
Saginaw Future
Region 5 Host



Katie Mora
Vice President
MMDC
Region 5 Host



Tyler Rossmassler
Dir. of Economic Dev.
Flint & Genesee Chamber
Region 6 Host



Chris Sell
Executive Director
Lansing 5:01
Region 7 Host



Kirsten Lyman
Director of Dev.
Ann Arbor Spark
Region 9 Host



Greg Handel
VP Ed. & Talent
Detroit Regional Chamber
Region 10 Host

How It Works

We're targeting businesses interested in recruiting former Michiganders (and Michigan residents currently unemployed) for current opportunities. Representatives from participating employers will network with attendees in a virtual format and promote their current opportunities.

Event Dates

All events will be 3:00 – 7:00 p.m. EDT

- Tuesday, November 17 – UPPER PENINSULA
- Wednesday, November 18 – NORTHWEST LOWER PENINSULA
- Thursday, November 19 – WEST MICHIGAN
- Thursday, November 19 – DETROIT/FLINT
- Monday, November 23 – LANSING
- Monday, November 23 – GREAT LAKES BAY & CENTRAL MICHIGAN
- Tuesday, November 24 – NORTHEAST LOWER PENINSULA
- Tuesday, November 24 – ANN ARBOR

Virtual Platform

We will use Brazen as our virtual job fair platform. See the platform in action at backtomichigan.com. Use of the platform is provided by Michigan Department of Labor and Economic Opportunity's Office of Employment and Training (LEO-E&T).

How the Event Will Be Promoted

Back To Michigan will be supported by a paid marketing campaign. This digital advertising campaign will target potential boomerangs **living outside of Michigan**. In an effort to target a diverse audience, 50% of our paid ad dollars will fund a specific strategy targeting candidates of color.

The program will also be supported by the combined promotion efforts of 12 host organizations. Collectively, we've hosted 20 Thanksgiving weekend events in the last 9 years that have resulted in many hires. Together, we will conduct strategic outreach to colleges, community organizations, and talent networks. This in-state outreach is designed to raise awareness about the events and **increase word-of-mouth by in-state people to their out-of-state networks**.

Below is a selection of the list of places where the event is promoted:

- All Michigan community colleges, colleges, & universities
- Michigan Department of Labor and Economic Opportunity's Office of Employment and Training and state agencies
- All Michigan Works! Offices
- Michigan Rehabilitation Services
- Bureau of Services for Blind Persons
- All host organizations' social media channels
- Participating companies' application tracking systems and social media
- Local media
- MEDC
- Barry Chamber

- Barry County Young Professionals Network
- Ludington Chamber
- Pure Ludington
- Ludington Area CVB
- Ludington Daily News
- Mason County Growth Alliance
- Muskegon Area First
- Muskegon Chamber
- Muskegon Area ISD
- Downtown Muskegon
- Muskegon Young Black Professionals
- Oceana County Press
- River Country Chamber
- City of Newaygo
- Fremont Area Chamber
- Fremont Area Community Foundation
- Hesperia Area Chamber
- Hello West Michigan
- LinkedIn pages of Michigan college alumni groups based outside of Michigan
- Michigan House
- True North Community Services: 3 postings November 14 - 24
- Alcona County Chamber
- Alpena Area Chamber
- Atlanta Area Chamber
- Cheboygan Area Chamber
- Gaylord/Otsego County Chamber
- Gaylord Tourism Bureau Information Center
- Grayling Regional Chamber/CVB
- Hillman Area Chamber
- Indian River Chamber
- Mackinaw Area Tourism Bureau
- Mackinaw City Chamber
- Oscoda County Chamber
- Rogers City Area Chamber
- Oscoda-AuSable Chamber
- Kirtland Community College – M-Tec at Kirtland-Gaylord
- Kirtland Grayling Health Sciences Center
- Alpena DDA Office
- Cheboygan DDA Office
- City of Grayling
- Village of Hillman
- Indian River
- Village of Lincoln
- Village of Mackinaw City
- City of Rodger City
- Lewiston DDA
- TCNewTech social media channels
- TCNewTech EventBrite
- Interlochen Public Radio
- The Cristal Frost Show on WTCM
- Traverse City Weekly Bulletin
- 20Fathoms' TC Tech News
- Creative Coast eNewsletter
- Lansing Chamber
- Lansing Economic Development Corporation
- Greater Lansing CVB
- Lansing State Journal
- Lansing City Pulse
- Ann Arbor CVB
- Ann Arbor area public schools
- Ann Arbor area NextDoor channels
- Detroit Regional Chamber
- Detroit Drives Degrees
- Detroit Promise
- MICHauto
- Leadership Detroit
- City of Detroit
- Let's Detroit network of young professionals

How to Get Involved

We're seeking employers to sponsor the paid marketing campaign for Back To Michigan. State-wide sponsors will have the opportunity to participate in all eight virtual events during the week. Plus, they will receive extensive brand exposure through marketing benefits. Show potential candidates your company is an employer of choice in the state by sponsoring Back To Michigan.

See sponsorship packages below. Regional sponsorships and booth enhancements are also available.

Sponsorship Packages

State-wide sponsorships will fund the marketing campaign promoting all Back To Michigan events.

Premier State-wide Sponsor

- 1 available
- Cost: \$20,000
- "Sponsored by" mentioned on all marketing materials
- 1st booth placement in virtual event lobby and marked as a Featured Employer
- Company description on the registration page
- 2 job posting links on the registration page
- Customized company message in pre-event emails to pre-registrants
- 1 additional spot for representatives at each regional virtual event (up to 4 representatives at all 8 events)
- **PLUS**, all the benefits of the Elite State-wide Sponsor...

Elite State-wide Sponsor

- 3 available
- Cost: \$10,000
- All the benefits of the Supporting State-wide Sponsor, **PLUS**...
- Prominent logo placement on expanded marketing materials
- Ability to search pre-registered candidates *before* the virtual event and invite them to chat in your booth
- Company video visible in virtual event lobby throughout event (right-rail video)
- 1 additional spot for representatives at each regional virtual event (up to 3 representatives at all 8 events)

Supporting State-wide Sponsor

- Cost: \$5,000
- All the benefits of an Enhanced Employer Booth, **PLUS**...
- Booths in all 8 events during Back To Michigan, accessing candidates interested in all areas of Michigan
- Top tier logo placement on registration page
- Logo displayed in sidebar of virtual event lobby (visible to all attendees throughout event)
- Top tier booth placement in virtual event lobby and marked as a Featured Employer
- Download of full database of ALL registered job seekers, including resumes, profile information, and contact information
- Broadcast message (text) during the virtual event
- 1 additional spot for representatives at each regional virtual event (up to 2 representatives at all 8 events)

Regional Sponsorships

- Interested in participating in only 1 or 2 regional events, but want to support the marketing and enhance your booth? Contact your region's host organization to learn about Regional Sponsorships and booth enhancements.
- Money from regional sponsorships and enhanced booths will stay with the local host organization.

Enhanced Employer Booth

- Cost: contact your host organization
- All the benefits of the Employer Booth, **PLUS...**
- Video-based interviews with candidates

Employer Booth

- No charge, contact host organization to register
- Company logo listed on the registration page [internal note: the 4th tier)
- 1 customizable booth
 - Logo
 - Description
 - Video
 - 7 job postings
- Text-based chats with candidates
- 1 spot for representative at the virtual regional event

Sponsorship Contract for State-wide Sponsors

If you are interested in becoming a state-wide sponsor, please use this form, or indicate your interest in writing via email. The Right Place is functioning as a central fiduciary on behalf of all host organizations.

If you are interested in becoming a regional sponsor or upgrading to an Enhanced Employer Booth, please contact your host organization directly.

Please indicate your preferred level of sponsorship and submit this form by October 6 to ensure securing your preferred space.

Contact for State-wide Sponsorships

Rachel Gray
Executive Director, Hello West Michigan (strategic partner and housed at The Right Place)
grayr@hellowestmichigan.com
616.771.0354

Sponsorship Level:

- | | |
|-----------------------------------------------------------------------------------------------------------------------------------------|-------------|
| <input type="checkbox"/> Premier State-wide Sponsor | \$20,000 |
| <input type="checkbox"/> Elite State-wide Sponsor | \$10,000 |
| <input type="checkbox"/> Supporting State-wide Sponsor | \$5,000 |
| <input type="checkbox"/> For a regional sponsorship, enhanced booth, or regular booth, contact your regional host organization directly | Prices vary |

Company Name: _____

Address: _____

City/State/Zip: _____

Contact Person: _____

Email: _____

Phone: _____

Method of Payment:

- Credit Card:
Rachel Gray, 616.771.0354
- Check
Please make checks payable to The Right Place

Sponsor Confirmation Deadline: Sponsorships will remain available until all booths are sold out, but regional sponsorships and enhanced booth registration opens on October 7. Regular booth registration opens on October 19. Each event has a maximum of 30 booths.